

The Lee McIntyre Newsletter

1st August 2007



Proudly Published By The Author of the Wildly Popular...

"Auction Profits Unleashed"

www.AuctionProfitsUnleashed.com

"Auto Auction Income"

www.AutoAuctionIncome.com

Introducing.....Standing Start Profits!

"To Receive Personal and Private Lee McIntyre Mentoring and to Discover How a 27 Year Old Teacher Earned \$7,230.95 in Just 30 Days Then Check Out Standing Start Profits NOW!"

www.StandingStartProfits.com

NOTE: Standing Start Profits is Still In Pre Launch. Join Now and Get an Incredible Discount!

<http://Www.Lee-McIntyre.com/blog>

Discover The Best Kept Marketing Secrets at THE Internet Marketing Blog!

The Lee McIntyre Newsletter

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Please email this newsletter to a friend NOW!

Tell them to grab their own future copy for FREE at
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1 Standing Start Profits – The Profit Puppy Barks!
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Well, the teasing is over, and the curtain has been raised. The party has started and you're all invited for dinner :)

After a month of planning and a month of building, Standing Start Profits has finally landed. And boy did it land with a bang!

I came up with the idea of Standing Start Profits a little while ago when I reflected upon my frustrating first few months as a marketer.

When I looked back, I remember being intimidated by the whole process of Internet Marketing. I didn't understand the jargon. I didn't understand the process.

If I'm honest I didn't understand any of it!

I vividly remember buying an ebook from eBay which promised to make me rich. The book told me how I could join an affiliate program and make huge profits...but I didn't even know what an affiliate was!

I'm sure that you know what I'm talking about. We all have to go through this stage before hopefully coming out the other side.

But what frustrated me was there didn't seem to be anywhere online where you hang out, relax, and ask any questions you like. No matter how silly they might seem to someone else.

I'd hang around in a forum, ask a question or two, and within minutes everyone would be laughing because I wasn't connected with the 'in' crowd.

Laughing because I didn't know the 'right' words. Didn't know the the right jargon.

I hated it all, but I put myself through it because I was desperate to succeed. But being laughed at and ridiculed because you ask a simple question, really does suck!

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And that's the reason I've created Standing Start Profits. To create a community where we can all feel safe. A community where we can ask whatever we want. And where we will get a good answer back too!

Somewhere where we are all treated with respect. Whether you're a beginner or an expert.....

Standing Start Profits is an extension of the Lee-McIntyre.com family. A place where we all look after each other, and work together so that we can all achieve our online goals.

You can see a video tour of the inside below.

<http://www.Lee-McIntyre.com/newsletter/standingstart>

I've been amazed by how it's taken off already.....in just a day we gained 90 new family members, and the mentoring forums are already buzzing.

And the best thing is members are already starting to look out for each other too. ...

Colm has already offered a HUGE 40% discount on his web hosting. Sam has offered a \$30 discount on DLguard. Randy has been giving some excellent advice on how a member can take their business forward....

And that was all in one day! Can you image what will happen tomorrow!!

<http://www.Lee-McIntyre.com/newsletter/standingstart>

And remember, you're not just getting access to a forum either. You're getting access to over 110 minutes of video where I show you exactly how I made \$7,230.95 in just 30 days too.

And you get to download some great interviews as well. But please don't laugh as you listen to me on the phone with Kevin Riley!

If you want to join the fun, hit the link below and come say hello on the forums.

<http://www.Lee-McIntyre.com/newsletter/standingstart>

<http://www.Lee-McIntyre.com/blog>

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If you don't want to join, not a problem!

You're still going to get the best newsletter around for FREE each and every week (have you seen how much CONTENT is in this newsletter this week?!)

Either way, we're going to have a blast together over the coming weeks. And I for one can't wait!

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2. The \$7 Script and YOUR Business
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Last week I talked about how I was using the \$7 Script to sell Auto Auction Income. As promised I want to talk a little bit more about this today....

You're part of the Lee-McIntyre.com family, so I want to share my most private information with you :)

From one email to my newsletter list, and one advert on the Warrior Forum, I was able to sell about 210 copies of Auto Auction Income.

That's a whopping \$1,470 from one email, and one advert that cost \$20!

But the good thing about the \$7 script is that the fun doesn't stop there....

Within 1 day of selling my first copy of Auto Auction Income, an affiliate made their first sale too. They simply bought the book, followed the instructions inside, and created their own special link.

This meant that when people clicked their link and bought Auto Auction Income, they received 100% commission INSTANTLY. As you can imagine, it wasn't long before other affiliates jumped on the bandwagon too!

By the end of the 2nd day, I was seeing loads of sales, from lots of different affiliates. I didn't even know who most of them were, but they were still registering huge numbers of sales.

The cycle continued, and more and more copies were sold. And I'm not surprised either. The book converted at a massive 17% and everyone wins from the arrangement.

I get new people added to my email list as more people buy the book. The person selling the book gets 100% commissions. And the person buying the book gets killer content at an even better price!

Fantastic! It's no surprise that James Penn told me via email how much he loved the book .

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On one hand he thought the content was great, and on the other hand he managed to make 21 sales just from 1 email, and one article on his site!

Now you can see why James likes Auto Auction Income so much! Incidentally, you can checkout James' fantastic Short Report Profits at the link below.

<http://www.Lee-McIntyre.com/newsletter/jamespenn>

The possibilities of using the \$7 script in your business are endless. Get your thinking caps on and see what you can come up with....and then let me know so I can share with the rest of the Lee-McIntyre.com family.

To help you out I've arranged it so I can bring you Jon Ledger's \$7 Secrets absolutely FREE! I paid \$7 for this when it was first released (it was worth much more), but today I can give it to you for nothing.

Just hit the link below to download.....

<http://www.lee-mcintyre.com/free/7dollarsecrets>

And there's more too!

Members of Standing Start Profits are going to get a bonus video with me talking in more detail about the \$7 script and how it can help your business.

If you're a member just log in to the exclusive members area and visit the marketing videos section.....I think you'll like what you find :)

If you're not a member, you can view this video for FREE the second after you join at the very silly price. Just hit the link below for a video tour and to join :)

<http://www.Lee-McIntyre.com/newsletter/standingstart>

Enjoy the freebie!

<http://Www.Lee-McIntyre.com/blog>

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3. My Most Important Lesson Yet
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Things have been going really well here at Lee-McIntyre.com recently. I've gone out of my way to give away STUNNING content week on week, and I feel like I'm being rewarded for it.

And the reason I give so much away is I want to be different from the other marketers out there. Giving so much away for free was a risk, but it's starting to pay off and I feel that I'm on the right track.

But this week I learnt an important lesson. I messed up big time and I want to tell you why.

Most marketers would keep this to themselves, but then again, I'm not most marketers! I want to tell you about my mistakes so that you can avoid making similar ones.

For logistical reasons I really had to launch Standing Start Profits on Monday night. I have a timetable to keep to, and a failure to launch on Monday would have meant my whole week being messed up.

So what did I do? I broke one of my most serious rules! I launched the site seconds after finishing it.

Now, you're probably wondering why this is such a big problem. Why this is one of the things I always avoid?

Well, when creating a new product you tend to get very emotionally involved in the project. At the start of the project the aim was to 'give something back' by charging the lowest price I could afford.

But as I reviewed the content. The videos. The forums. The free books. I just got caught up in the moment.

Others were telling me I was charging too little, and in the hype and the excitement I decided that \$27 a month was the way to go as a pre launch special.

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Now, when you look inside the site you will agree that \$27 a month is still amazing VALUE. And at that price the site would do very well indeed.

But my aim was to give something back. Not to make as much money as I possibly could.

In the heat of the moment I went with \$27 and immediately regretted it. This isn't hype but I couldn't sleep. Yes, it was great value, but I knew there would be others who wouldn't be able to afford it.

My BIG mistake was making key decisions while caught up in the heat of the moment. I should have just let my timetable slip, gone to bed, and then launched in the morning.

Because in the morning I would have regained some perspective and remembered my original goals.

Not many marketers would tell you this. This is the real Lee McIntyre and I'm sharing my most private thoughts. It's probably not in my best interest to share this with you, but that is the way I want to do things.

When I woke the next day I corrected my error, lowered the price to \$10 as the Pre Launch special, and agreed on \$27 as the future Clickbank launch price. I refunded the people who had paid the full price and apologized for my mistake.

I felt a lot happier about the site at \$10, then a full price of \$27, than I did at \$27, and a full price of \$47.

In future I will always make sure that I put some distance between myself and my projects before making such big decisions.

Yes, this caused me a bit of stress, but it was a lesson that I was glad to learn and I feel a bit more developed as a marketer as a result :)

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4. Take Your eBay Selling to the Next Level
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Now you already know that Lee-McIntyre.com is a strictly no hype zone. In fact, I'm thinking of getting a badge made to advertise that fact!

And you've probably seen lots of emails this week telling you about a brand new eBay selling website. You can see the site I'm talking about at the link below.

[**http://www.Lee-McIntyre.com/newsletter/ebayselling101**](http://www.Lee-McIntyre.com/newsletter/ebayselling101)

I was actually lucky enough to be given a tour of the site about 2 weeks ago. I have to be honest and say that I like what I see.

There's a ton of great resources available, all showing you how to take your eBay selling to the next level. And these resources have been prepared by a couple of guys who have walked the walk too

I'm not going to try and 'sell' this to you. That's not how I do things in my weekly newsletter. But I will say that the site is full of great content, and even I learned a lot about eBay selling.

Anyway, I'll leave it with you to decide what's best for you. Hit the link below to check out the sales page.

[**http://www.Lee-McIntyre.com/newsletter/ebayselling101**](http://www.Lee-McIntyre.com/newsletter/ebayselling101)

But it wouldn't be the Lee-McIntyre.com newsletter without another freebie!

Hit the link below to download a free 32 page guide to eBay selling basics.

[**http://www.Lee-McIntyre.com/free/ebay101**](http://www.Lee-McIntyre.com/free/ebay101)

It's free and is definitely worth a read. Hit the link and download now!

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5. Past issues available & How to subscribe
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Do you want to learn how a 27 year school teacher cracked the Internet Marketing code and finally started to make real money online?

Well, that's exactly what you'll discover in this action packed weekly newsletter.

If you miss an issue you will be able to grab past copies at <http://www.Lee-McIntyre.com/newsletter>

Feel free to pass this email to a friend....and tell them to grab their own too at <http://www.Lee-McIntyre.com>

To reply to this email send me a message via my support desk or drop by my blog :)

<http://www.Lee-McIntyre.com/support>
<http://www.Lee-McIntyre.com/blog>

I look forward to hearing from you!

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6. Recommended Resources
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Digital Delivery Software

[E-Junkie](#)

[DLGuard](#)

Managing eBay Listings

[Turbo Lister](#)

Graphics Creation

[Graphics Genie](#)

Advice and Guidance

www.AutoAuctionIncome.com

[Mentorship Monthly](#)

[Auction Profits Unleashed](#)

[Standing Start Profits](#)

Product Creation

[Short Report Profits](#)

[Niche Domination](#)

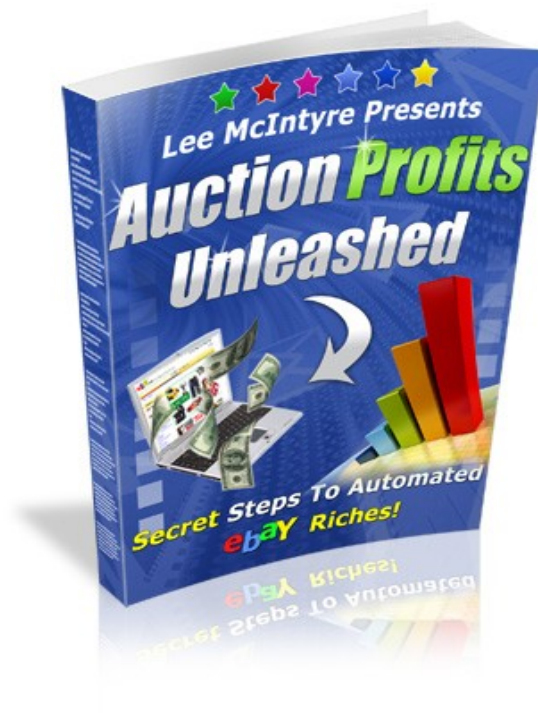
Writing Headlines that Grab Attention

[Magic Auction Words](#)

<http://www.Lee-McIntyre.com/blog>

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“Discover My Proven Step By Step System Detailing How To Steal From eBay And Explode Your Income In Any Niche on Virtual Auto Pilot!”



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